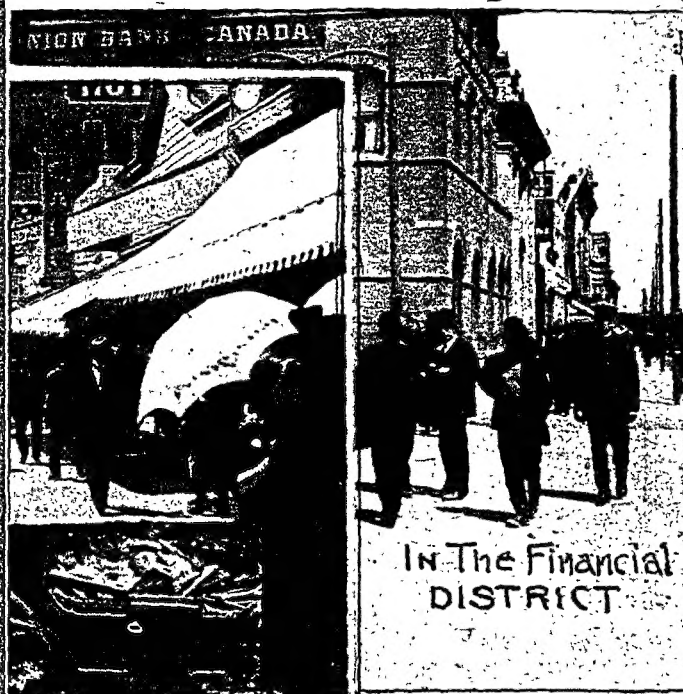


LETHBRIDGE

ILLUSTRATED
THE CITY OF OPPORTUNITIES.

SPECIAL SEVENTH EDITION



The Duke and Duchess of Cornwall

F Lethbridge, Board of Trade
5797
26264
1912

EX LIBRIS
UNIVERSITATIS
ALBERTAENSIS



CANADIANA

Rare Book
Collection

No Fee

P S 248

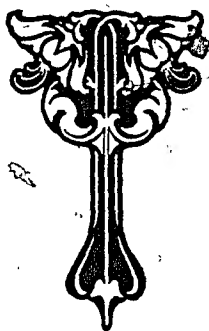
20.



Scenic Beauties

— of —

Lethbridge



Special Souvenir Edition

PRINTED BY



THE PRINTERS & STATIONERS
LETHBRIDGE - ALBERTA.
1912



*Approved by the Business Mens' Association
and the Board of Trade.*

Illustrated and Designed by S. LaFeits, Lethbridge, Alta.



The City of Lethbridge

(ILLUSTRATED)

LETHBRIDGE the metropolis of Southern Alberta and the distributing point for the Crow's Nest Pass country of South Eastern British Columbia, is the most artistically laid out, and one of the most beautifully situated cities of Western Canada. Evidences of the energetic civic pride of its citizens immediately greet the visitor to Lethbridge. It is a city of beautiful public gardens, parks and boulevards, substantial business buildings, handsome residences, paved streets, miles of granolithic side walks, cluster lights throughout its business section, and a municipally owned and operated street railway system. It is the model home city of Canada's Western prairies; transformed in a few years from a flag station with a water tank. In Lethbridge is typified those elements of Canada's sterling citizenship—vigor and progress.

LETHBRIDGE, is a city of wheat, alfalfa, coal, and natural gas; for these are the basic elements of the City's being and of its assured future. No city in Western Canada has such a diversity of natural resources upon which to build, and consequently, no city has a brighter or more certain future.

LETHBRIDGE has a climate rivalled only by that of Eastern Colorado. Its annual sunshine in hours, exceeds the annual sunshine at Denver. Its altitude of 3,000 feet renders the atmosphere bracing and dry, invigorating and healthful. The cold of Winter is moderated by the warm soft Chinook Winds which are as certain to follow every cold snap as Spring to follow Winter, while the heat of Summer days is mitigated by the rarity of the atmosphere and the nights are always cool and pleasant.

LETHBRIDGE is the focal point of the greatest agricultural development and Back-to-the-land movement ever witnessed on the continent. Southern Alberta which but a few years ago, belonged to the cattle man and sheep herder, is now a patch work of farms; of great fields of waving wheat, oats, barley and flax, all bearing their golden gifts of nature to the coffers provided by the modern scientific farmer—he of brain as well as of brawn—, of pastures stocked with pure bred horses, cattle, sheep or goats grazing contentedly; scores of fully modern towns which at the advent of steel tracks and mogul engines, have sprung into existence as by the word of Aladdin, each new town contributing its quota of business to the City of Lethbridge.

LETHBRIDGE and its environments have been endowed by nature with vast beds of coal, and the development of these, apart from its great agricultural resources, assures the rapid industrial and business growth of the City. The monthly pay-roll from the mines in the City's immediate vicinity exceeds \$125,000. The total output of these averages 4,300 tons of coal per eight hour day, while in the adjacent district there are other mines employing in the aggregate 7,000 men whose pay-roll averages three quarters of a million dollars per month, all of which is circulated in Lethbridge.

LETHBRIDGE is on the edge of the greatest natural gas field on the Continent. Far below the coal measures of the surrounding country, man has reached and tapped vast reservoirs of apparently inexhaustable quantities of natural gas. Fifty miles from the city eleven wells have been sunk which have a total flow of one hundred and fifty million cubic feet every twenty-four hours at a pressure of 834 pounds. This has been piped to the city for the use of householders and manufacturers.

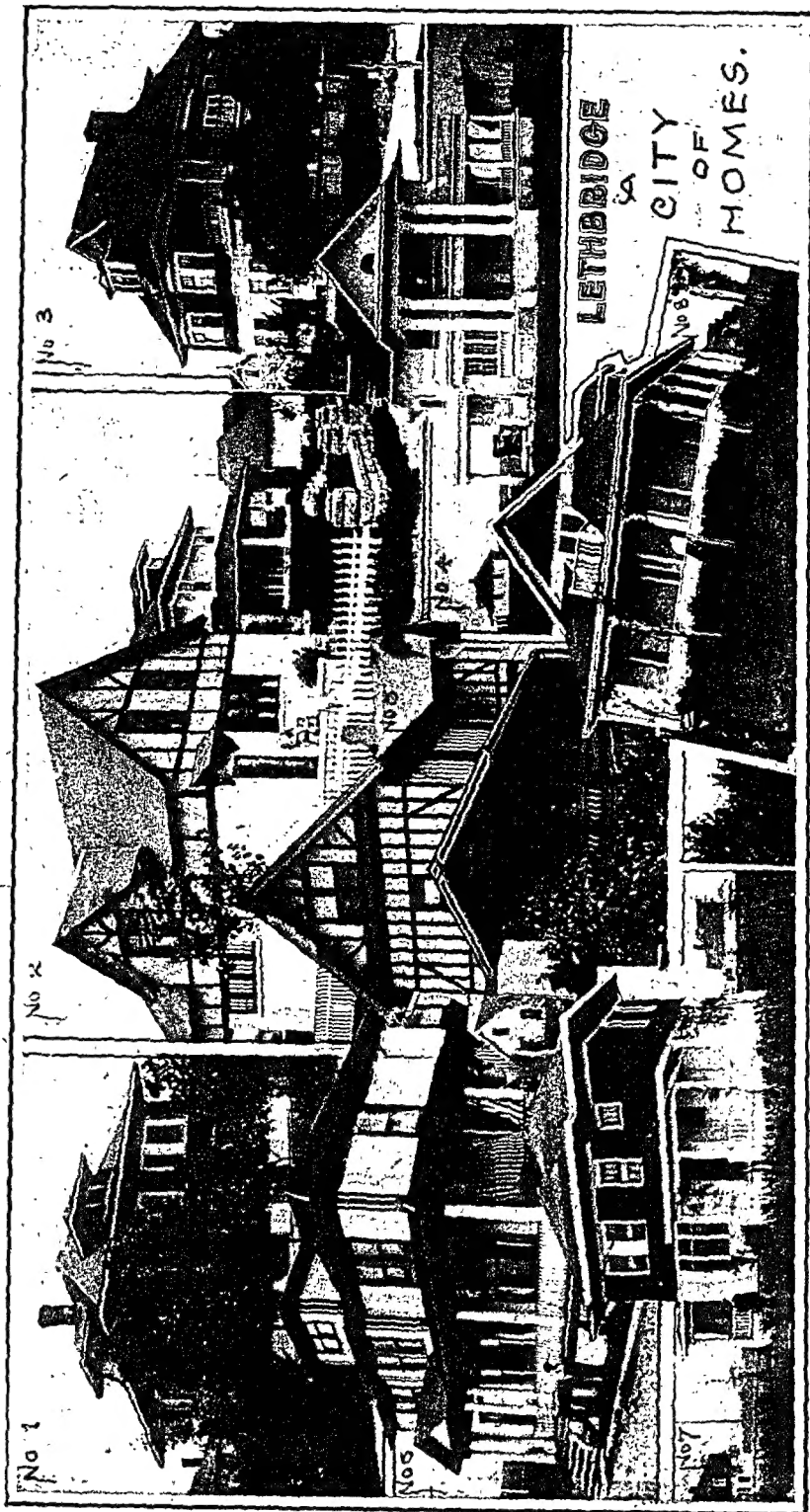
LETHBRIDGE, apart from its coal mines, is in its industrial infancy. But among the industries already successfully operating are:- an engineering and foundry plant, which makes a specialty of mining, milling and agricultural machinery and general foundry work, a half million dollar brewery, two up-to-date flour mills of considerable size, planing mills, and a number of smaller manufacturing concerns which are prospering and rapidly increasing their output.

LETHBRIDGE holds undisputed commercial sway over a vast empire comprising the whole of Southern Alberta, The Crow's Nest Pass and a large portion of the Eastern part of British Columbia and is favored with excellent transportation facilities. Half a hundred wholesale concerns have located in the city in recent years, while the commercial travellers working out of the city, a year ago, organized a Lethbridge council of their organization, the United Commercial Travellers. It is as a wholesale distributing point that Lethbridge has shown its greatest expansion in the past two years and it only needs the completion of the Panama Canal to place Lethbridge on the high road to become one of the greatest commercial distributing centres in the Dominion of Canada.

LETHBRIDGE is a home city. It boasts scores of artistic and comfortable homes which would be the pride of any city; over fifteen miles of handsome boulevarded residential streets, parks comprising over four hundred acres, upwards of a million planted shade and ornamental trees and shrubs. Galt Gardens, an eight acre park in the centre of the business section, lays undisputed claim to being the most beautiful spot of its kind in any Western city, and at Henderson park is a large artificial lake one hundred and sixty acres in extent surrounded by walks and drives, shrubberies and flower beds.

LETHBRIDGE is proud of her wonderful achievement in the past and with a full realization of the still greater growth and development in store, invites the farmer, home-seeker, wholesaler, manufacturer, investor and professional man to come and join in its prosperity, and aid in the up-building of this, the richest section of Western Canada, and to share in the certain reward that, in this favored land, invariably follows thrift and industry.



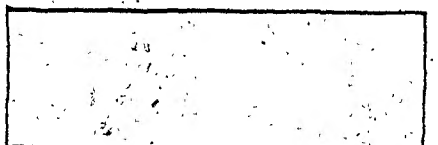
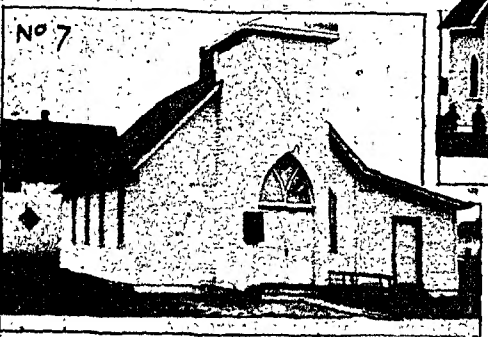
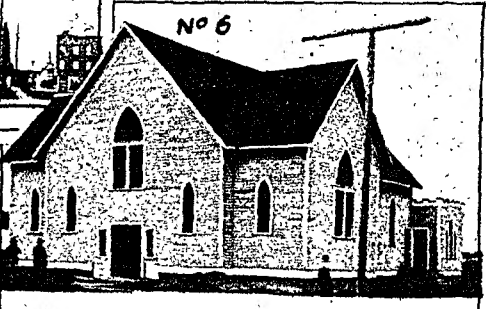


Lethbridge boasts of a number of Beautiful Homes. The Residents of the following are shown above.

- | | | |
|---------------------------------|--------------------|--------------------|
| 1. L. M. Johnstone | 5. F. W. Downer | 7. J. N. Ritchie |
| 2. H. J. Goode & S. J. Shepherd | 6. W. H. Fairfield | 8. J. L. Manwaring |

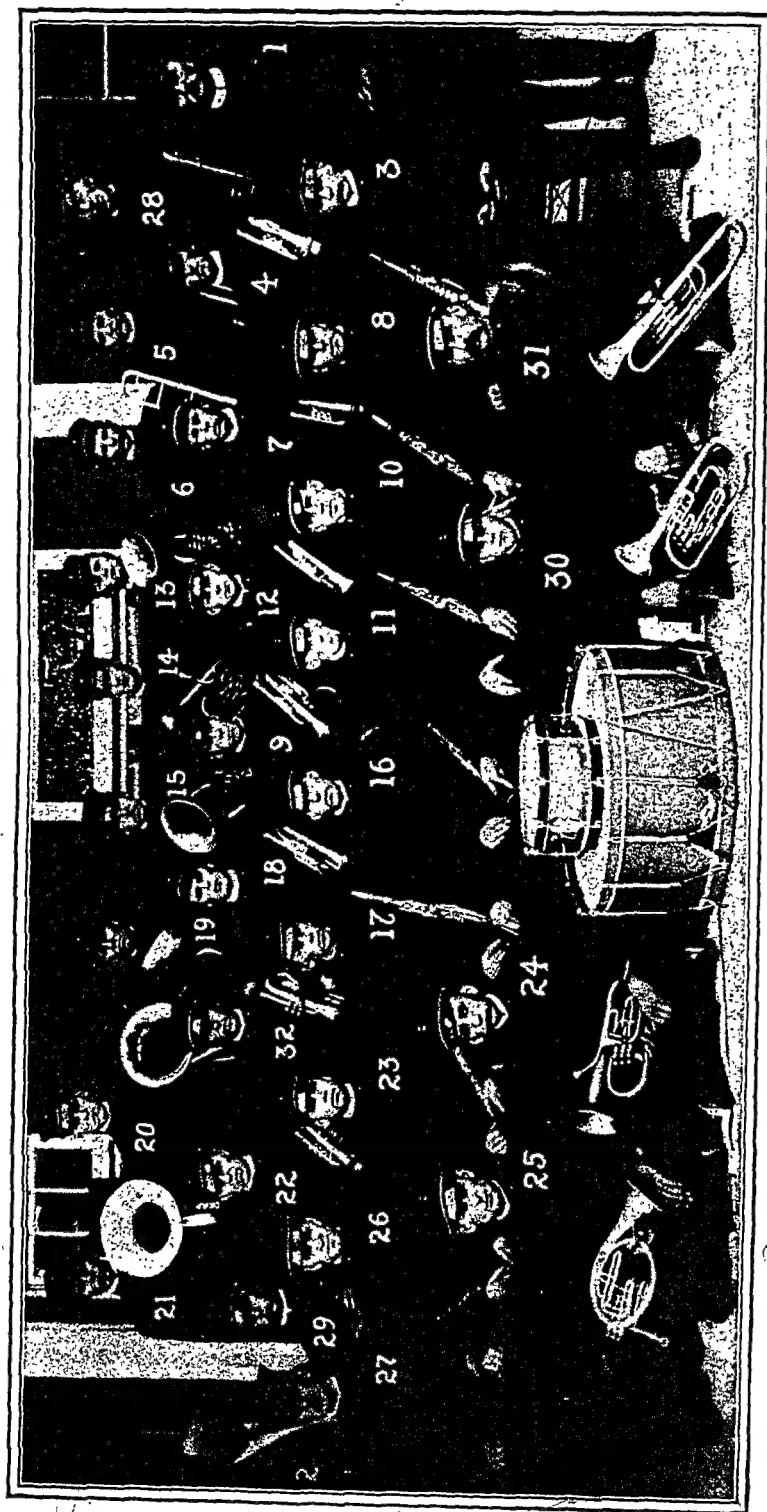
OUR CHURCHES

- NO 1 ST. PATRICK'S
- NO 2 ST. AUGUSTINE'S
- NO 3 ST. CYPRIAN'S
- NO 4 WESLEY METH.
- NO 5 KNOX
- NO 6 ST. ANDREWS N.W.
- NO 7 METHODIST N.W.





THE LETHBRIDGE LAUNDRY, as the above photos will show, is the only "SANTARY" Laundry in the City. We have the best equipped plant in Southern Alberta. For service Phone 451. All White Help. We strive to merit your patronage. Give us a trial. C. S. Furrer, Manager.



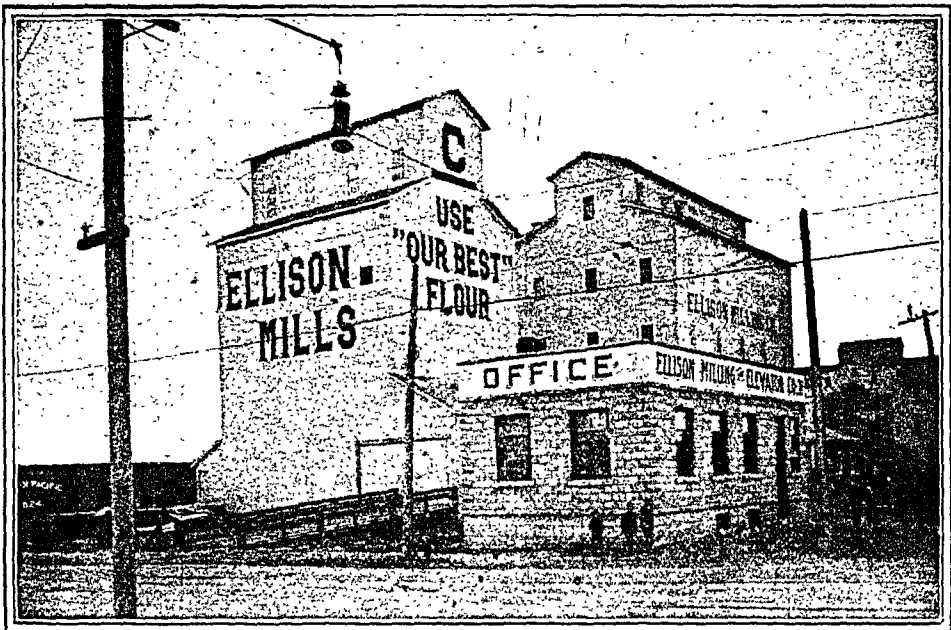
CITY BAND, LETHBRIDGE, ALTA.

- | | | | |
|--------------------------------------|-----------------------------|---------------------------|------------------------------|
| 1. F. Gline, Director. | 9. J. Kosko, Cornet | 17. E. Chandler, Clarinet | 25. J. Halkerson, Alto |
| 2. C. J. Eckstrom <i>President</i> . | 10. A. Bestwick, Clarinet | 18. J. Slovenski, Cornet | 26. E. Bosworth, Flute |
| 3. W. Neidig, S. Drum | 11. A. Hoselton, Clarinet | 19. J. Grisack, Bass | 27. A. Davidson, B. Drum |
| 4. J. Curtis, Cornet | 12. J. Popson, Cornet | 20. E. Sloan, Bass | 28. S. L. Chappell, Trombone |
| 5. S. Popson, Trombone | 13. M. Mudrak, Tenor | 21. S. Pinchak, Bass | 29. Palmer, Piccolo |
| 6. S. Begalia, Trombone | 14. Robt. Needs, Tenor | 22. R. Van Hecke, Cornet | 30. M. Komar, Alto |
| 7. Corporal, Cornet | 15. W. J. Callens, Baritone | 23. A. Parsons, Clarinet | 31. P. Pankhurst, Alto |
| 8. S. Milner, Soprano Saxophone | 16. C. Baer, Clarinet | 24. N. F. Supina, Alto | 32. J. Contes, Cornet |



Picking Berries on the H. P. Gatrell Ranch. One mile from Lethbridge,
in Sunny Southern Alberta.



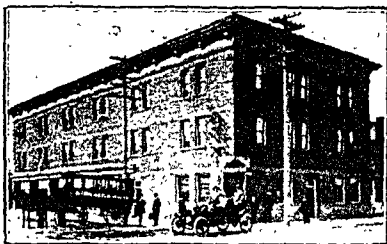


Ellison Milling & Elevator Company, Ltd.



THE NEW ARLINGTON HOTEL

A. N. PACKARD, PROPRIETOR.



EUROPEAN AND AMERICAN PLAN

120 STEAM-HEATED ROOMS

SPECIAL RATES FOR THEATRICALS

FREE BUS MEETS TRAINS

FIRST-CLASS

POOL AND BILLIARD ROOM

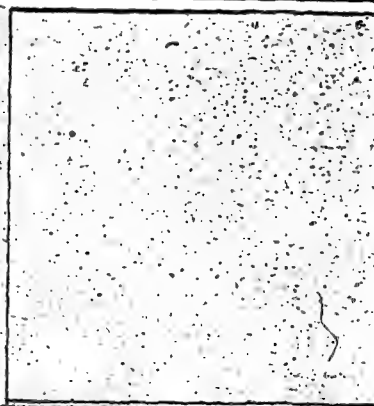
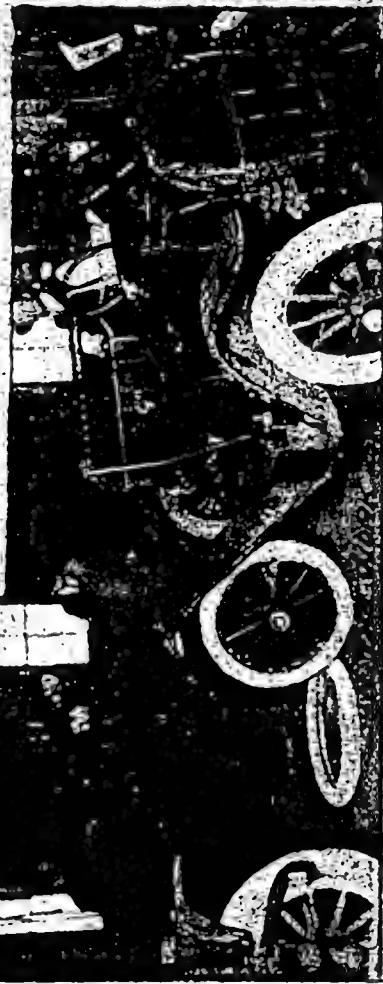
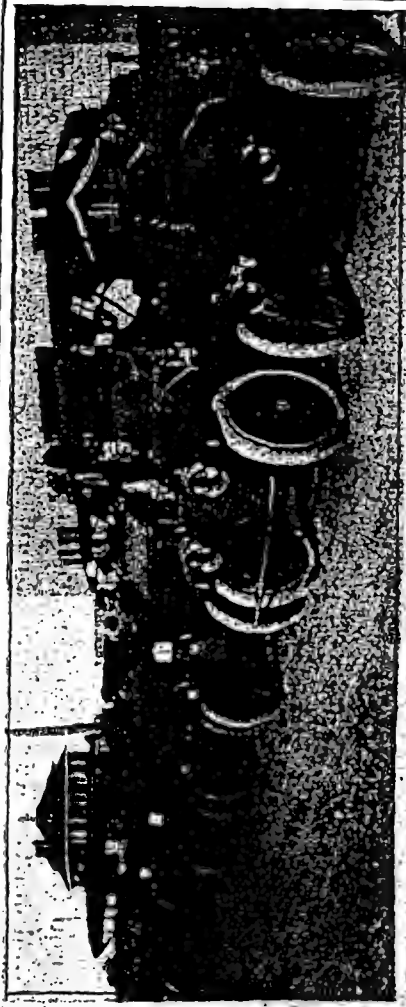
BARBERS' SHOP

AND SAMPLE ROOMS

ALL IN CONNECTION

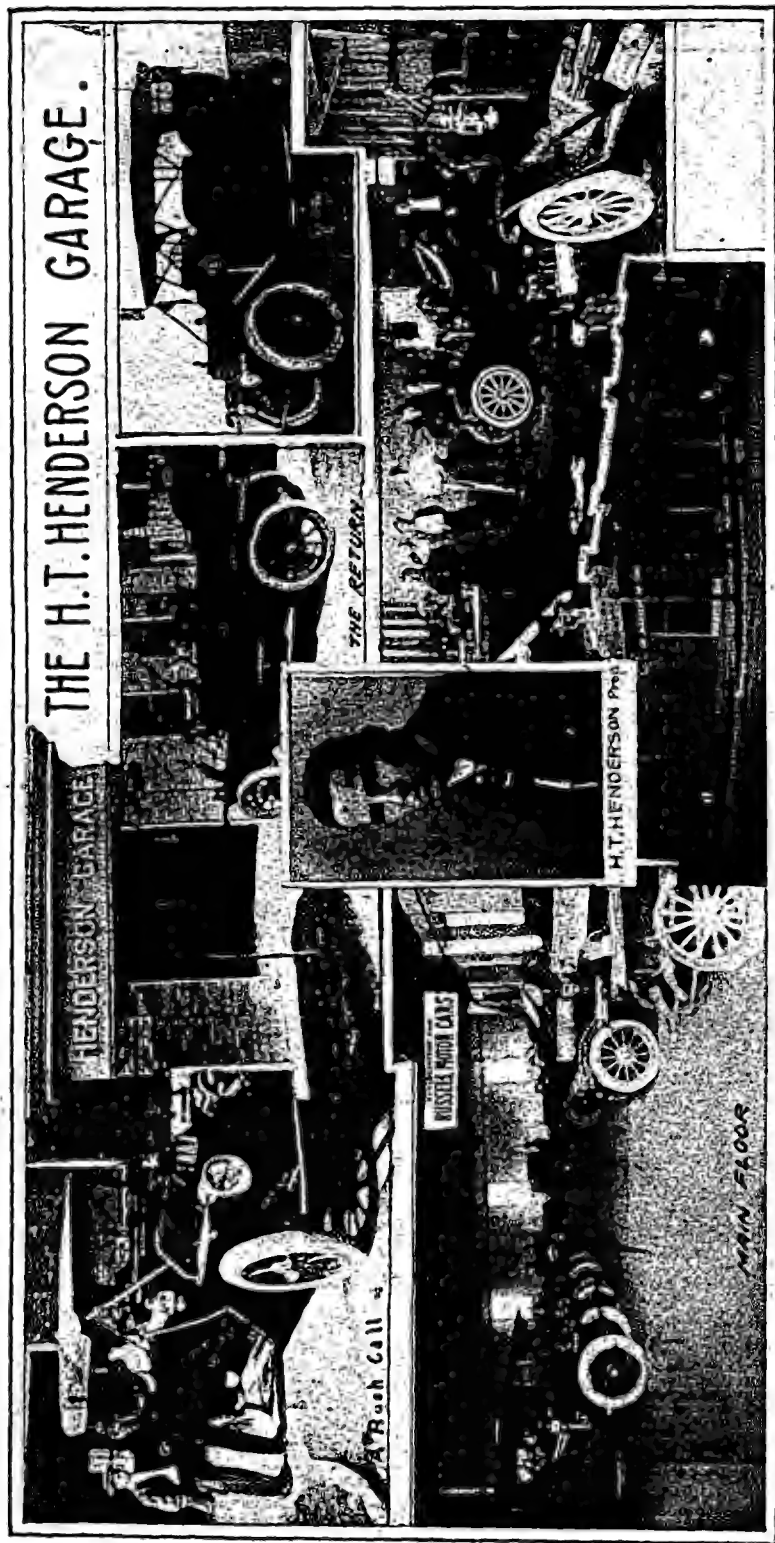


Western Auto Co
(Limited)
Leithbridge Branch

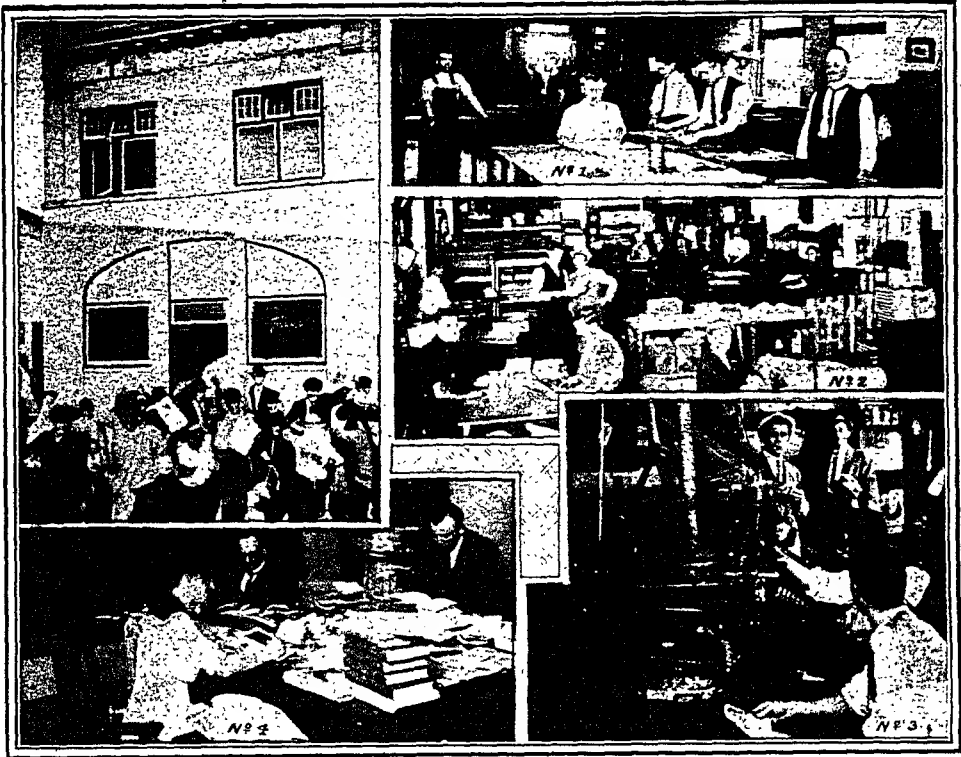


WESTERN AUTO CO., LIMITED.

Garage and Repair Shop. Agents for The Wonderful Overland; The Oakland; The Oldsmobile.



Agents for the Hudson and Hupmobile, also Goodrich Tires. We carry a full line of Motor Car Accessories. Phone 588.



THE LETHBRIDGE HERALD.—Southern Alberta's leading paper.

No. 1.—A Section of the Composing Room.
No. 2.—The Job Department.

No. 3.—Linotype Operators at work.
No. 4.—One of the Editorial Rooms.



METTER BROS.

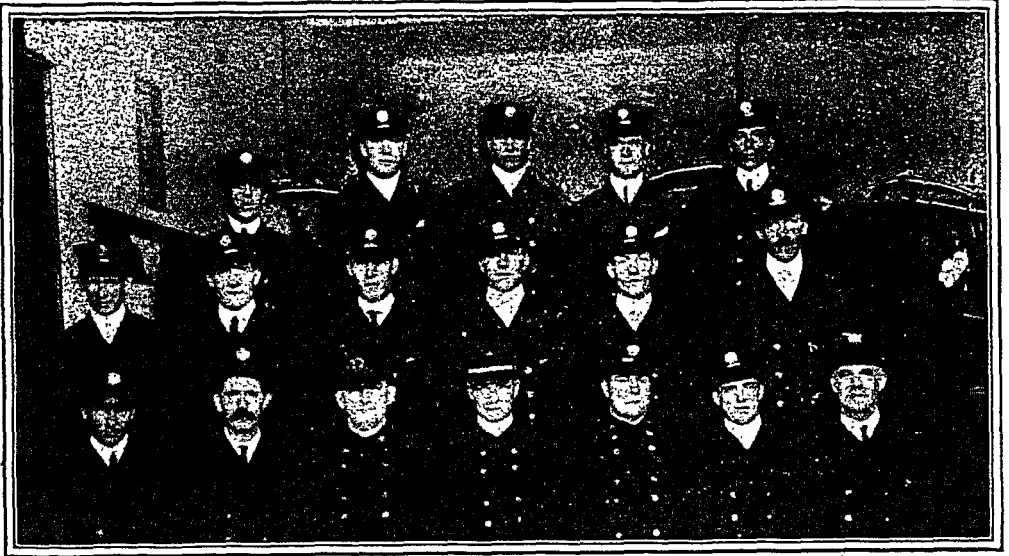
MANUFACTURERS OF

"LA DELLA" CIGARS

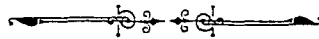
214, 2nd Avenue S.

LETHBRIDGE ALBERTA

LETHBRIDGE FIRE BRIGADE



Lethbridge is credited with having the best and most efficient Fire Department of any City in Western Canada. The photo shows a group of the men



The Hotel Windsor

Corner of 1st Avenue and 2nd Street S.

REMODELLED AND HEATED WITH NATURAL GAS

THE FARMERS' AND RANCHERS' HOME

NOTE THE POPULAR PRICES:

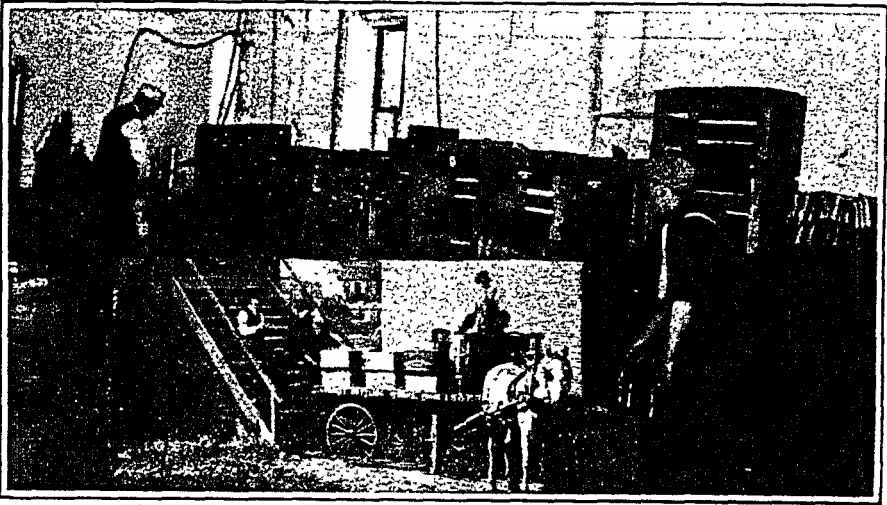
THREE GOOD MEALS AND A CLEAN BED FOR \$1.25

SPECIAL RATES BY WEEK

50 WELL-FURNISHED ROOMS

TELEPHONE 1073

A. M. BEASLEY, Proprietor.



The PURITY BOTTLING WORKS

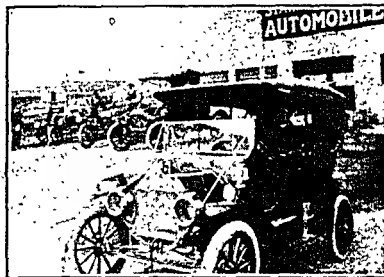
Manufacturers of Aerated Waters and Ciders. Aerated Waters supplied in half-pints, pints and quarts; Ciders in pints, quarts and kegs. We carry Syphons. : : Family Trade a Specialty. : : Phone 1501

THE STANDARD GARAGE

327 THIRD STREET SOUTH

FORD
TOURING CARS

\$975.00



FORD
TORPEDO ROADSTERS

\$900.00

WM. THOS. OLIVER Prop.

Gasoline, Lubricating Oil, Carbide and Greases

CARS FOR HIRE

Best Repair Shop in Southern Alberta.

THE
ELOSO
 PAVING CO
 OF

BRITISH COLUMBIA
 (LIMITED)

HEAD OFFICE. 344, GRANVILLE STREET, VANCOUVER
 BRANCH OFFICES. LETHBRIDGE & SASKATOON

CONTRACTORS FOR STREET WORK, ROOFS AND FLOORS



A squad (of which there are three) of Lethbridge City Police Force. It is stated, to the credit of this force, that Lethbridge is one of the cleanest and best regulated Cities in the Dominion.

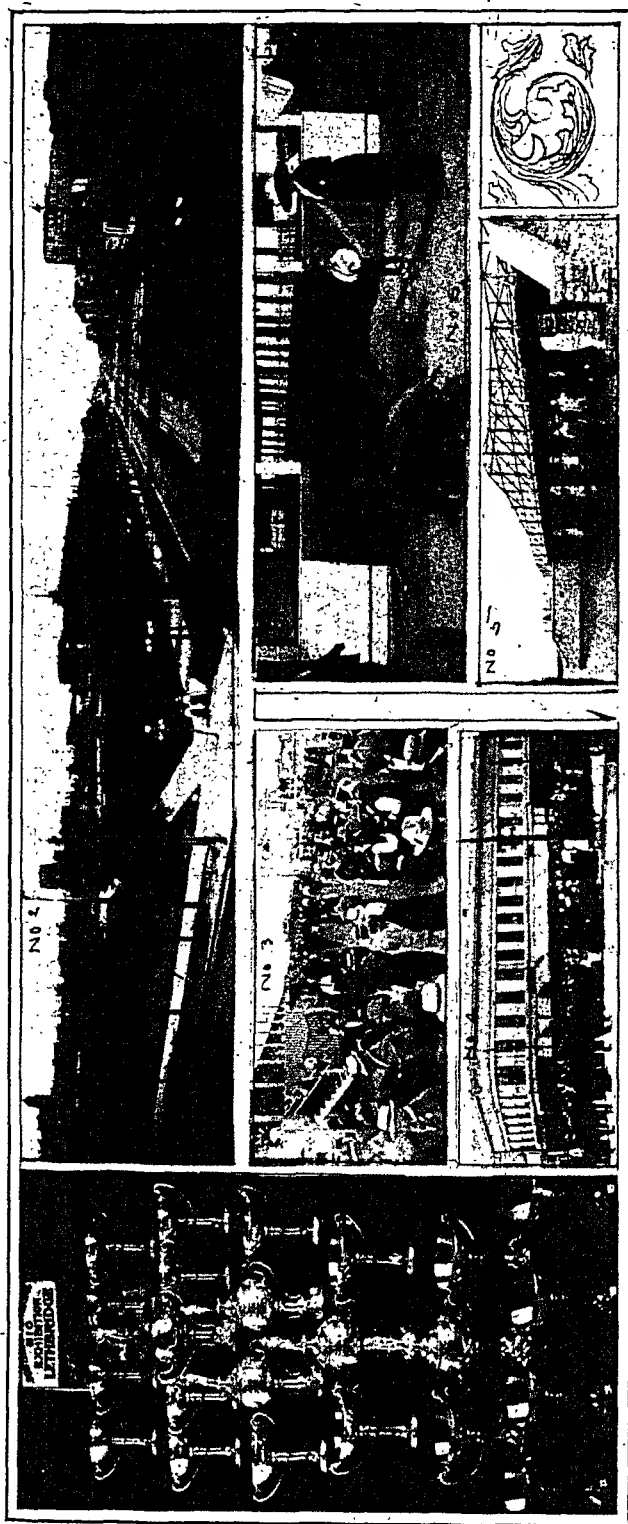


CHIEF OF POLICE
W. R. DAVIS

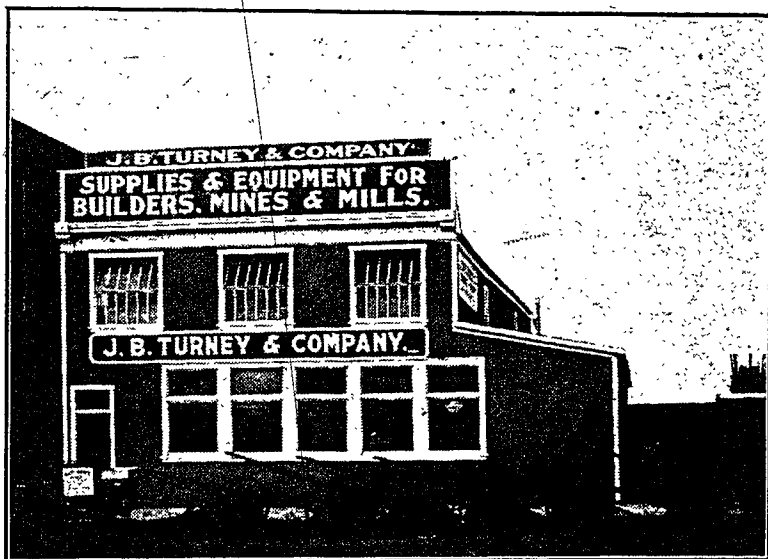
T. S. FETTERLY
FUNERAL DIRECTOR
AND
LICENSED EMBALMER

PARLORS: 334-6th STREET (opp. Court House)
Residence: 284-7th AVENUE S.

Phone 561
Phone 1178



No. 1. Prize Cups given at the Lethbridge Exhibition. No. 3. Grand Stand at Exhibition. No. 5. View at Henderson Park
 No. 2. Corner View of Galt Park. No. 4. Busy Corner in Lethbridge. No. 6. Prize Hogs at Exhibition.



J. B. TURNEY & COMPANY

WHOLESALE SUPPLIES & EQUIPMENT
FOR BUILDERS & CONTRACTORS—MINES & MILLS.
LETHBRIDGE - ALBERTA.

Kirkham Bros., The Crockery House of Southern Alberta.



Every lady in Lethbridge is a booster for this live citified store. They bring their visitors and tell their friends about it. Of course there is a reason, its because this store fulfills its motto "The Best Goods and lots of them."

This store shows complete lines in Crockery, Glassware, Dinnerware, Fancy China. Cut Glass, Cutlery, Nickel and Brass Goods, Aluminum, Granite and Tinware, Kitchen Helps in Hardware, Woodenware, Baskets and Brushes.

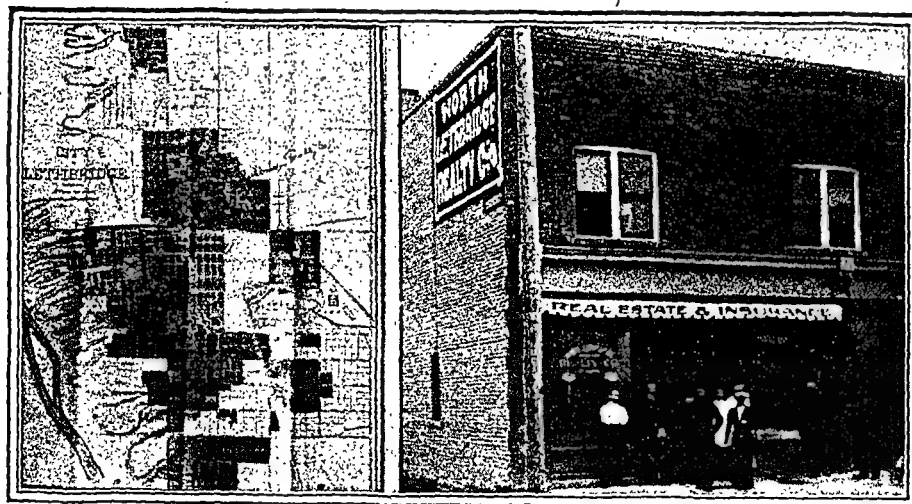
There is in this Store the only Cut-Glass Room in Southern Alberta adding a touch of the Big City feeling when shopping. In the basement is found a 5c. to 25c. department, the first of its kind in the City.

The Big Store that's right up-to-the-minute in every respect, with the well-earned reputation of low prices and careful service, makes for you one of the safest stores to buy from in the City. Visit this store sightseeing.

Visitors are welcome at KIRKHAM BROS.



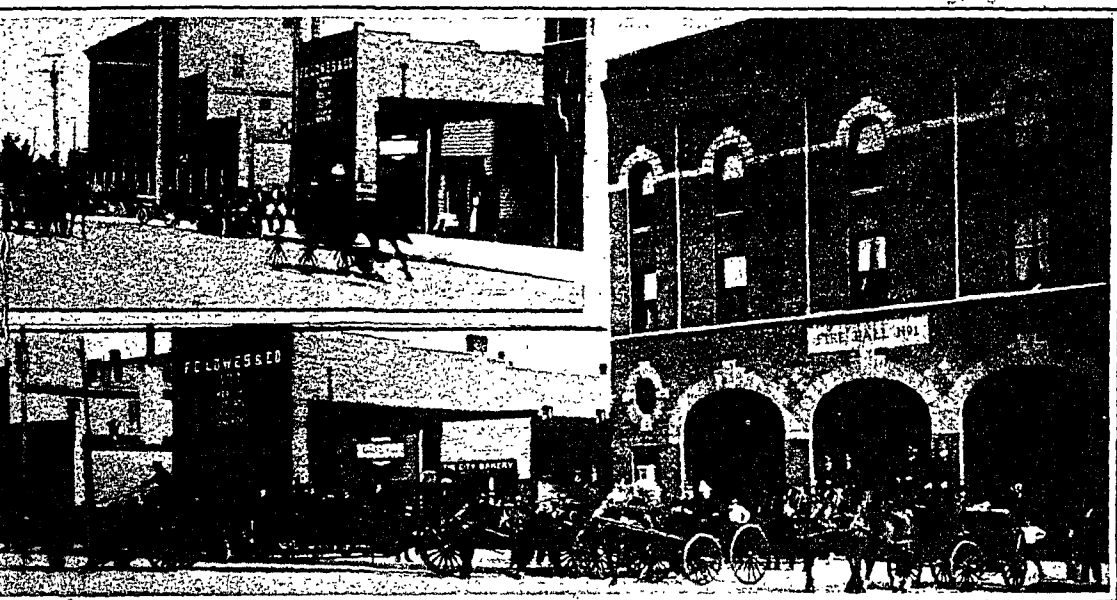
This Photo shows a turnout from No. 1 Fire Station. Automobile



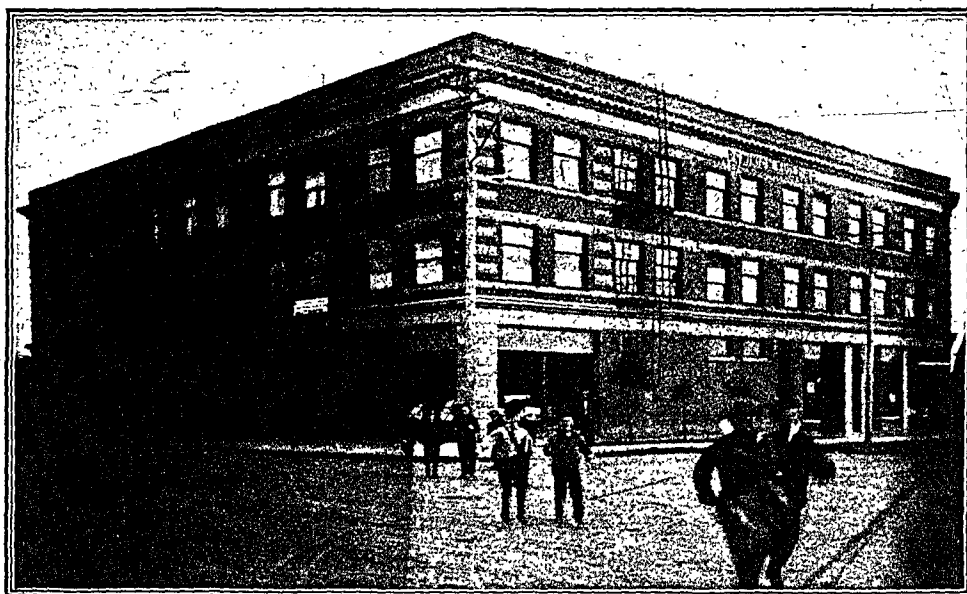
NORTH LETHBRIDGE REALTY CO.

C. S. DONALDSON, MANAGER.

This firm has the reputation of listing more Modern Residence and Farm Property than any other company in Sunny Southern Alberta. Call at the offices, 414, 13th Street N. for information, and see what we have listed.



equipment has been purchased since these photos were made.



ASQUITH & LINDSEY,

REAL ESTATE & FINANCIAL BROKERS,
DOMINION BUILDING - LETHBRIDGE.

////////////////////
We Specialize in Lethbridge City Property.

Geo. F. Telford

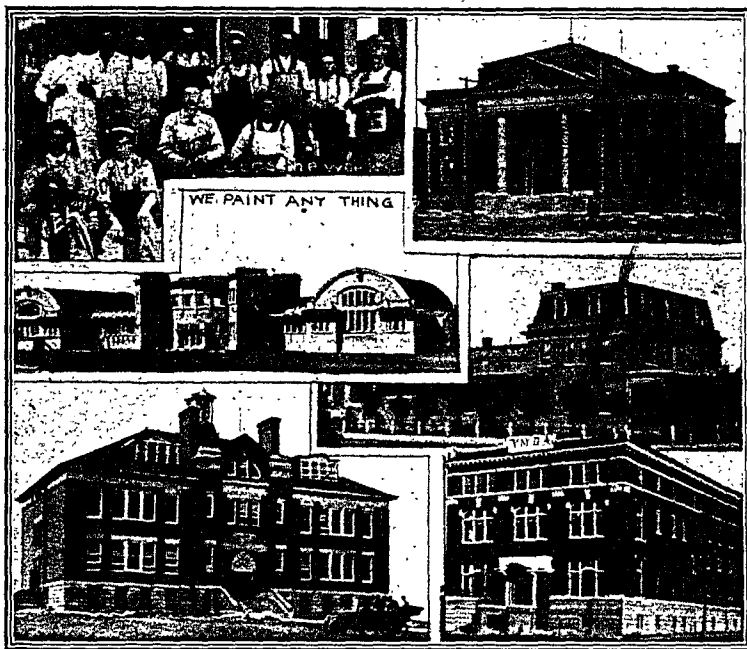
MEAT MARKET

Southern Alberta
 BEEF AND MUTTON
 killed at our own
 Slaughter House
 WE RENDER OUR
 Lard & Make
 our own
 SAUSAGE

318-530-44 Ave. South
 City
 Calgary
 Alberta

Store
 15 Ave.
 S.E.
 Phone
 1538
 P.O. Box
 1938

THE LETHBRIDGE PAINTING AND DECORATING CO.



A few of the many buildings we have painted and
a few of the boys employed.



PHONE 1175.

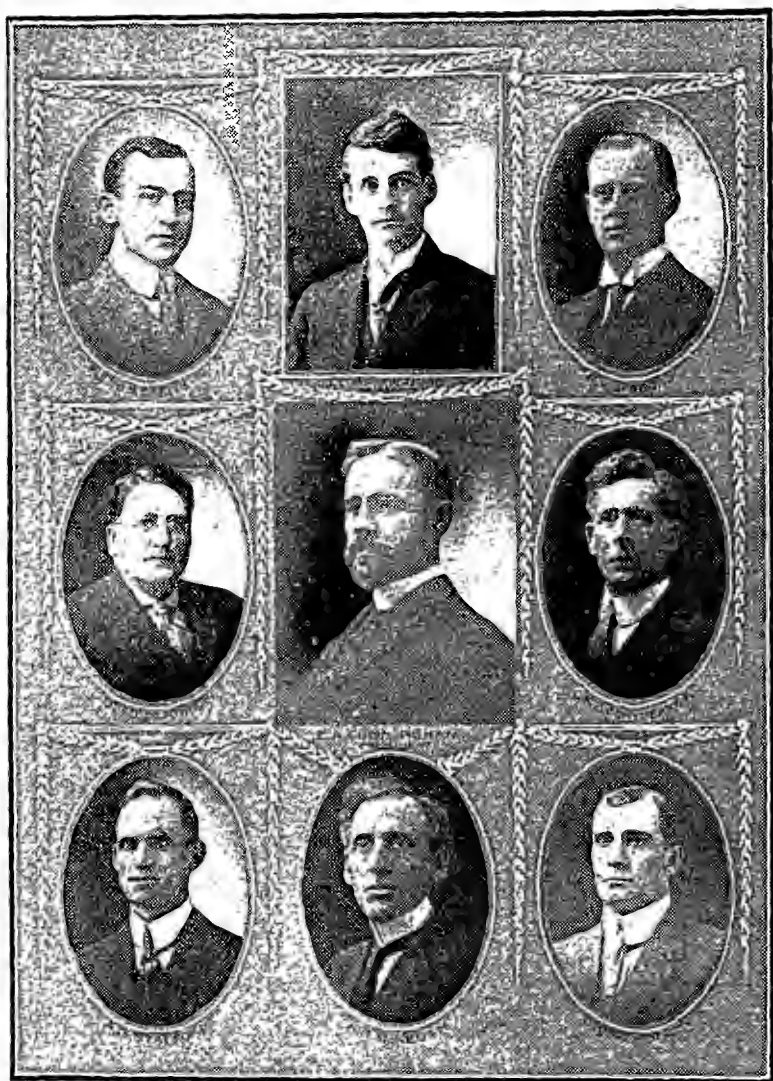


Model Bakery

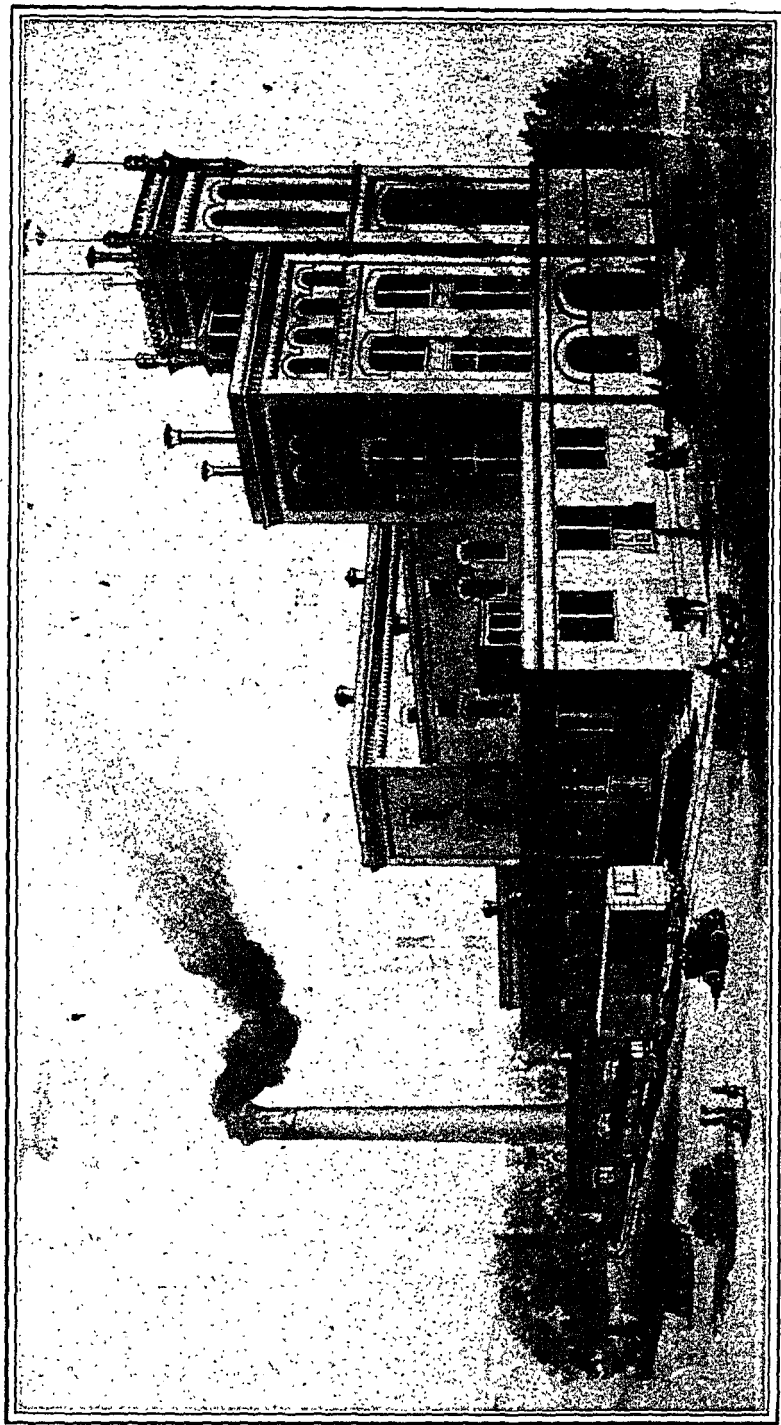
N. S. SCHWEITZER, Prop.
902, 7th AVENUE SOUTH
LETHBRIDGE.

MACHINE MADE
BREAD
ENSURING
CLEANLINESS.



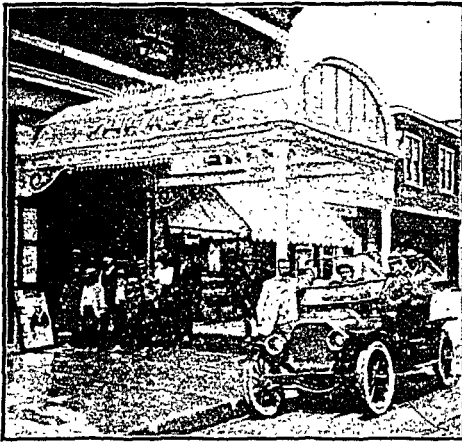


GROUP OF EXECUTIVES OF THE LETHBRIDGE
BOARD OF TRADE.



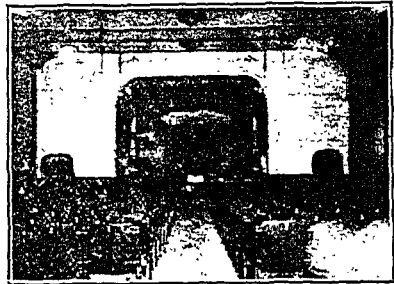
The Lethbridge Brewing & Malting Co., Limited, MANUFACTURERS OF "ALBERTA'S PRIDE" BEER

LETHBRIDGE'S MOST POPULAR THEATRES



NEW MORRIS THEATRE

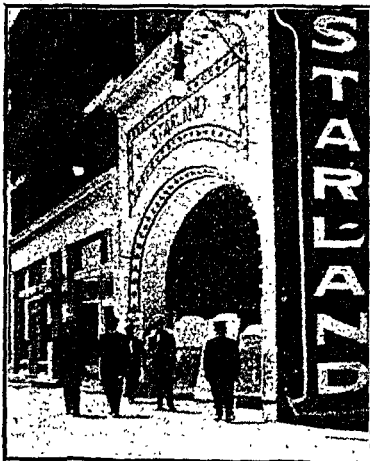
A. E. MORRIS, PROP.



Interior New Morris Theatre

THE HOME OF FEATURES
AND HIGH-CLASS ATTRACTIONS

Absolutely Fireproof. Commodious Exits.
Equipped throughout with Automatic
Sprinklers.
Has Water Sheet and Fire Curtain.



"STARLAND"

THE HOME OF NOVELTIES

THE HOUSE THAT

LEADS THEM ALL.

MATINEE every day at 2 p.m.

EVENINGS 7 p.m.



BIJOU THEATRE

The IDEAL HOME of PHOTO PLAY

WE INVITE YOUR CRITICISM.

L. H. VAL, SOLE MANAGER.

THE GRILL CAFE

410-5TH STREET SOUTH



Private Parties and Banquets Catered for.

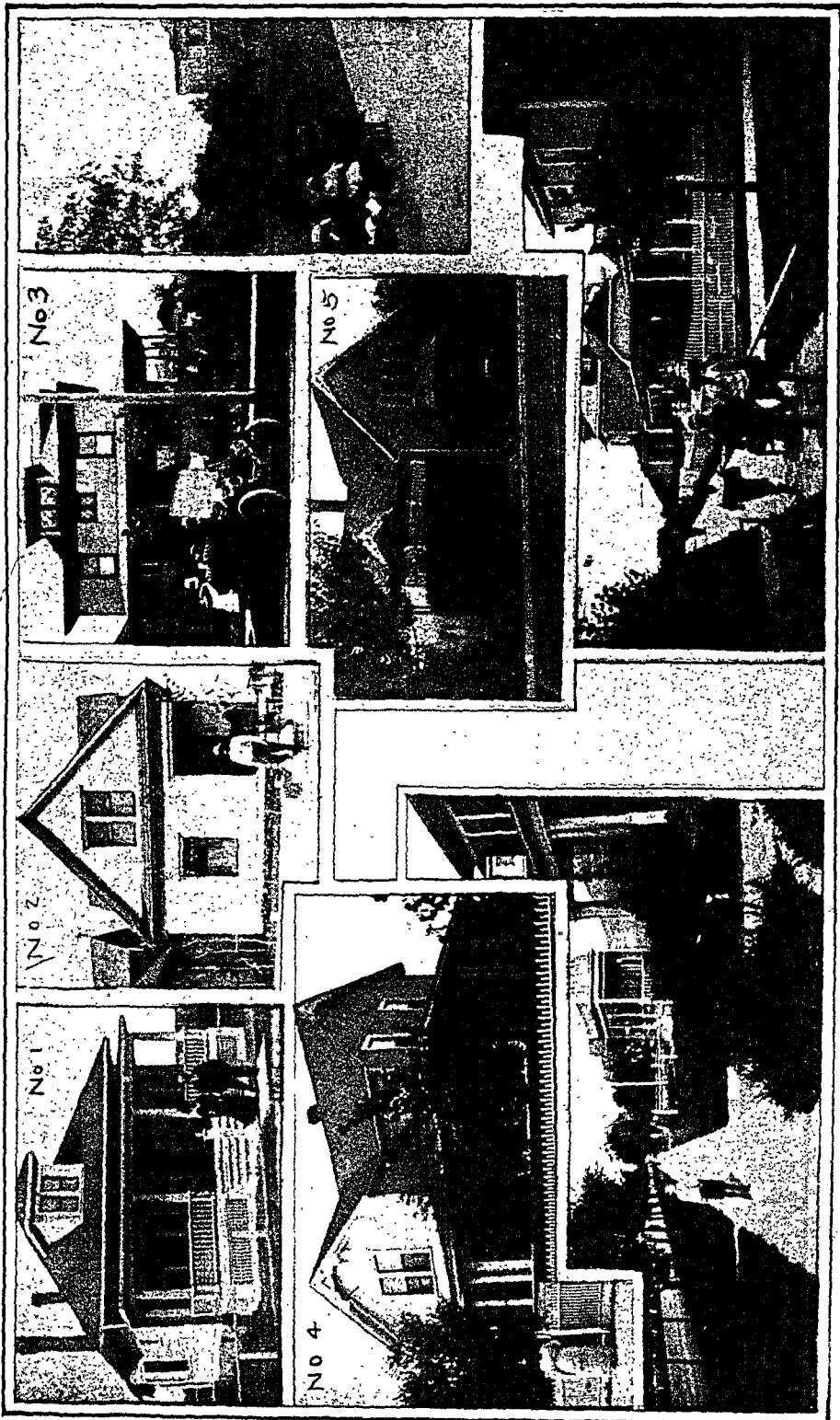
AFTERNOON TEAS A SPECIALTY.

The Lethbridge Millinery Co., Ltd.

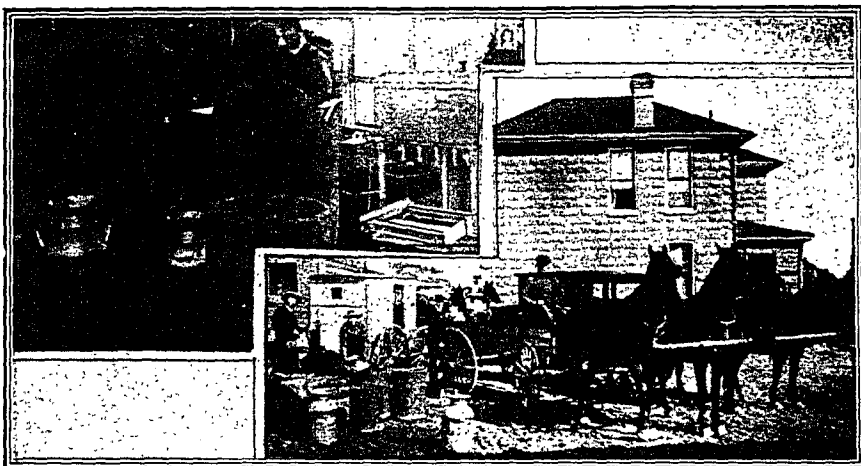
L. A. Scott, Manageress.



The above Millinery Co. is called by the artistic hat buyers of Lethbridge "The Fashion House," and is located at 514, 4th Avenue South. It has been under the same management for the past 10 years, and is considered one of the leading business houses in the City.



1. Residence of Frank Cline. 2. Residence of Chas. P. Kroning. 3. Residence of J. W. Boulton. 4. Residence of C. W. Gray. 5. Residence of D. J. Whitney. 6th Street South In Galt Gardens.



The Pure Food Ice Cream Co.

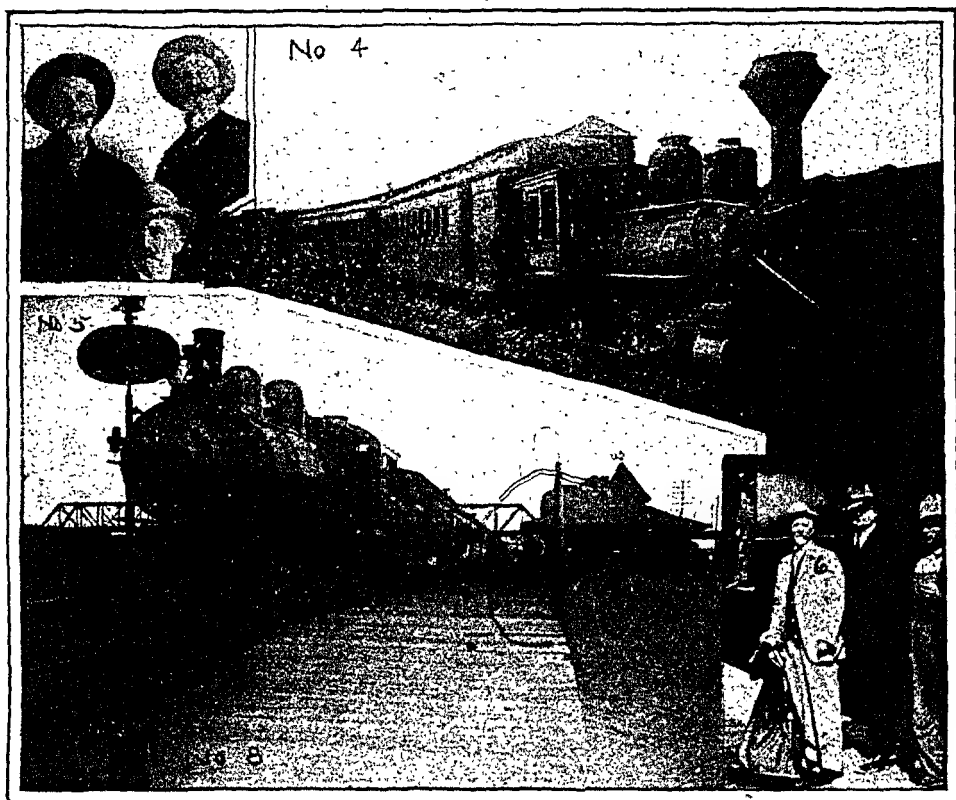
REGIMBAL BROS., the proprietors of this establishment are no strangers in Lethbridge. They have just installed a \$5,000 ICE CREAM PLANT in connection with their Modern Creamery and Dairy, which makes them the leading firm catering to the public.

530, 6TH STREET SOUTH,



CANADIAN ORDER OF FORESTERS

P. J. McInenly, a chartered member of Court St. Lambert, 1231, and late President, was one of the hardest and most able workers of that Court. St. Lambert is called the pearl of the St. Lawrence opposite the City of Montreal.



4. Relic of the old A. R. & I. Co. with which the two Kentucky Colonels arrived in Lethbridge in the 70's. 5. The Pride of the C.P.R. 6. Dad Davis who represents the Canadian Government in Great Falls. 7. Another distinguished visitor, James Shoemaker, of Helena, Montana.

THE W. D. WHITNEY

LIVERY FEED AND SALES STABLE

Special attention
given to
Transient Stock

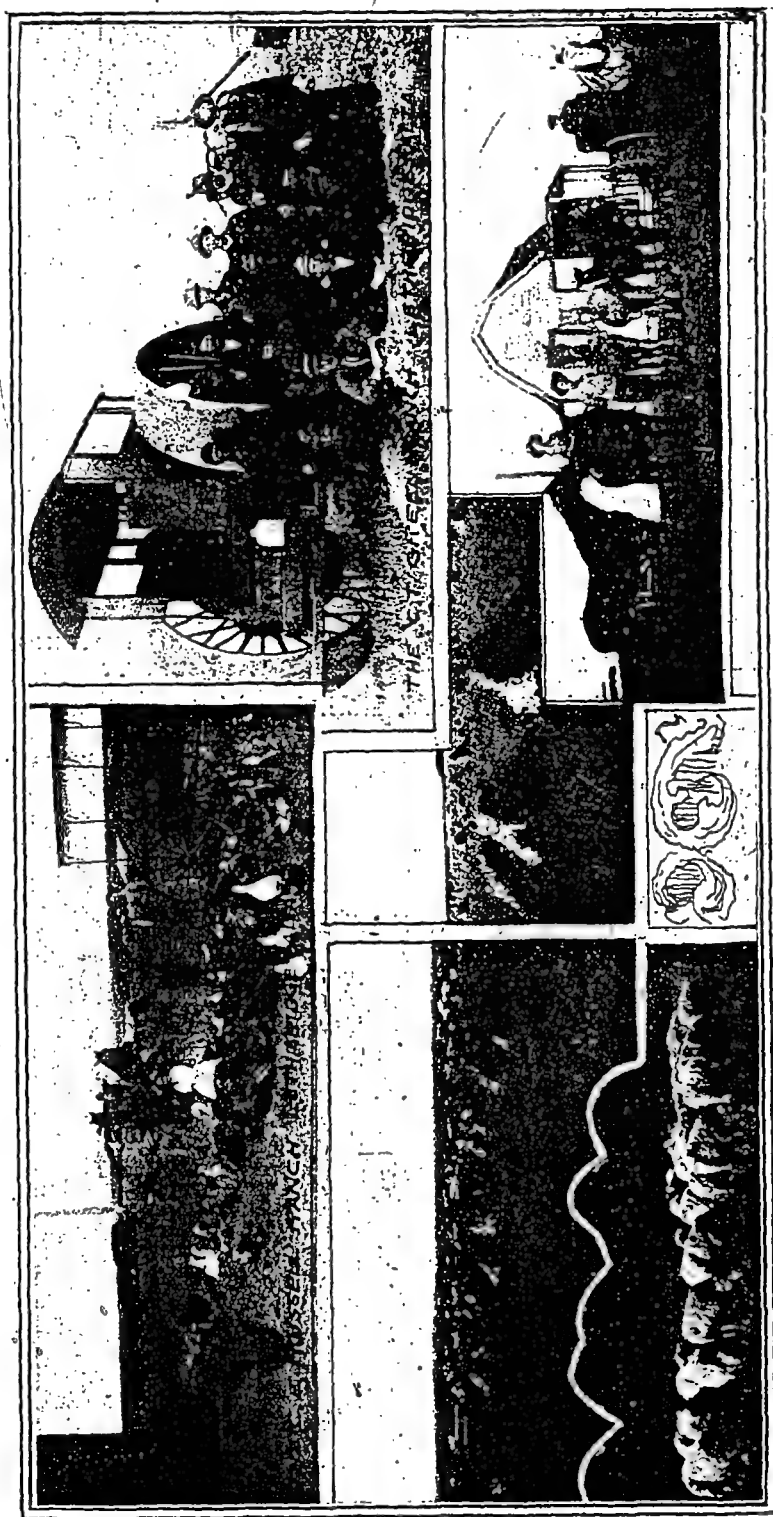


Fine Rigs
and Teams
Supplied

409-3rd AVENUE S.

--

LETHBRIDGE



Ranching Views Near Lethbridge.



Our City-Dye Works — *POPULAR PRICED TAILORS*

DOWER & BINGAMAN, Props.

STEAM CLEANING & DYEING
OUR SPECIALTY

408-2nd Avenue South, Lethbridge, Alberta



SOUTH ALBERTA PICTURE GALLERY.

A. NEIDIG, PROPRIETOR.

ACADIA BLOCK, 3rd AVENUE S.



CANADIAN BOARD OF CONTROL OF THE
INTERNATIONAL CONGRESS OF FARM WOMEN.

J. B. REUTER

WHOLESALE WINES AND LIQUORS

LETHBRIDGE - ALTA.

FAMILY TRADE A SPECIALTY
LETHBRIDGE BEER AT BREWERY PRICES

THE MEN BEHIND THE BOOST



CANADIAN BOARD OF CONTROL

—OF THE—

Seventh International Dry-Farming Congress.

HELD AT LETHBRIDGE, ALBERTA, OCTOBER 19-26.

1. Fred W. Downer, Chairman; 2. E. A. Cunningham, Vice-Chairman; 3. John T. Burns, Secretary; 4. G. R. Tinning, Treasurer; 5. His Worship Mayor G. M. Hatch; 6. H. J. Goode; 7. J. W. McNicol; 8. A. V. Gibbons; 9. C. G. K. Nourse; 10. J. H. Fleetwood; 11. A. Hayr; 12. H. J. H. Skeith; 13. W. H. Fairfield; 14. J. D. Higinbotham; 15. E. Adams; 16. G. E. Hotson; 17. H. Galvin; 18. R. E. McArthur; 19. George H. Stacey; 20. C. B. Bowman; 21. P. L. Naismith; 22. C. J. Eckstrom; 23. S. J. Shepherd; 24. H. A. McKillop; 25. A. M. Dowsley; 26. E. H. Wilson.

THE
PRINTERS AND
STATIONERS.

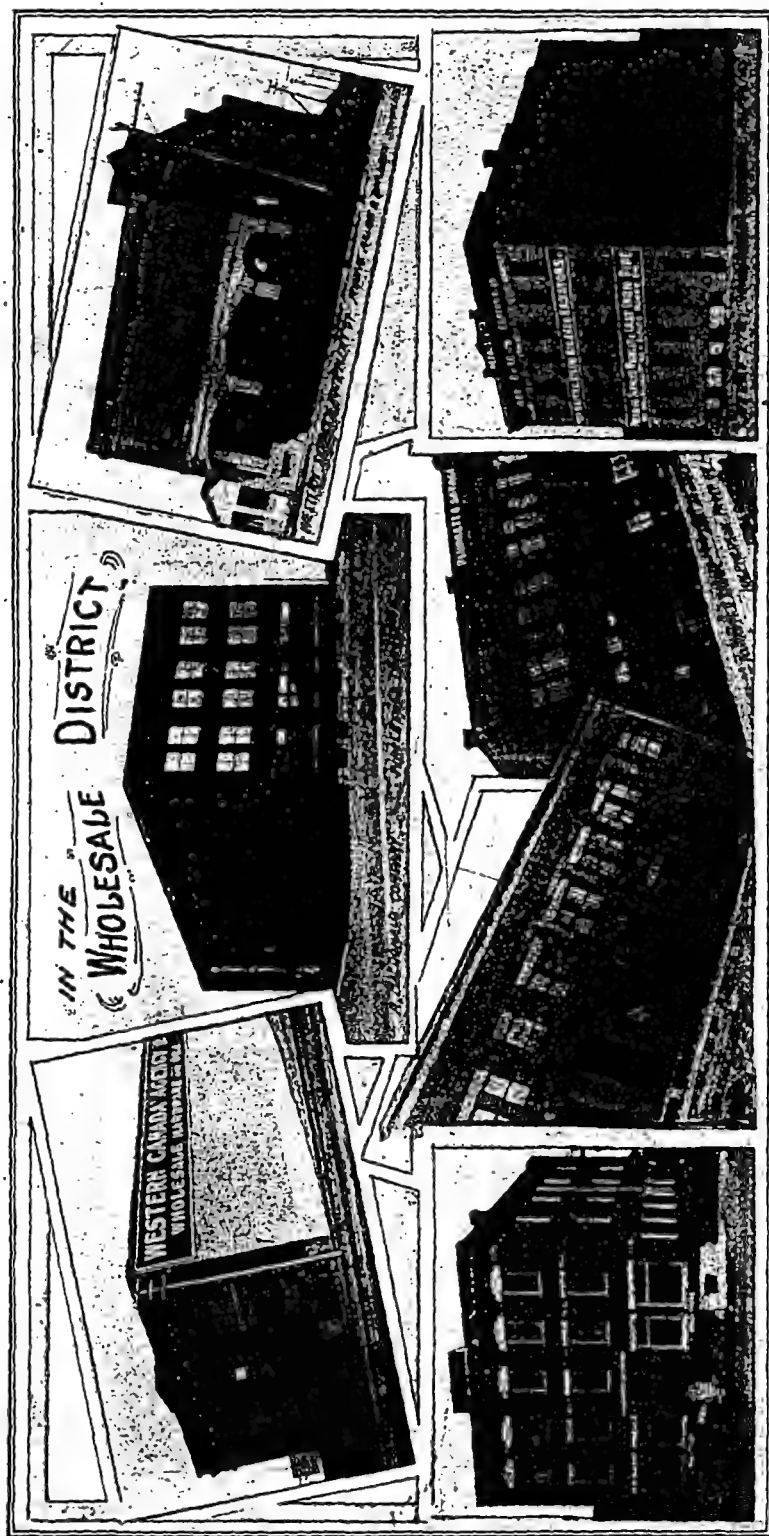
R. SAGE
prop.



DIAMOND DRILLS
RIGHT HERE WE RUST AND SLOW WORK
OF HIGH PRICES, AND SLOW WORK
INSTEAD OF DIGGING AROUND FOR ANSWERS



The most up-to-date Manufacturing Stationery Plant in Southern Alberta.
Loose-Leaf Systems our Specialty. Inspection Invited



This is a group of Lethbridge Wholesale Warehouses. The firms represented above are a few, only, of the wholesale firms using Lethbridge as the base of their distribution business throughout Southern Alberta, The Crow's Nest Country and South Eastern British Columbia. Quite a number of firms, particularly those engaged in business connected with mining, cover the whole of Western Canada from Lethbridge.

Industrial and Business Opportunities.

LETHBRIDGE offers such advantages as close and convenient assembly of the required raw materials, cheap fuel and power, ample transportation and distribution facilities and advantageous control of an abundant market field, for the following industries:

WHOLESALE ESTABLISHMENTS: Lethbridge wants more wholesale houses. Lethbridge is the commercial centre and supply point for Southern Alberta, The Crow's Nest Mining Country and South Eastern British Columbia.

MEAT PACKING PLANT: Fat cattle supply unlimited. Fifty to one hundred thousand hogs on the market each year. Thousands of sheep, fed on alfalfa and grain, marketed each year.

MALTING PLANT: Southern Alberta is a malting barley country. Brewers and Malsters declare the Southern Alberta product equal to that of California. The yield in the district tributary to Lethbridge in 1912 exceeded a million bushels.

MORE FLOUR MILLS: Twenty-two million bushels of hard winter and spring wheat passed through Lethbridge to the markets of the world in 1911 and these figures will be exceeded in 1912.

PRESSED BRICK AND CLAY PRODUCTS' PLANT: In the immediate vicinity of Lethbridge there are deposits of shales and clays suitable for the making of brick, tile and pipe of every description. The markets for these products is unlimited.

FLAXSEED OIL MILLS: In the territory within sixty miles of Lethbridge the flax yield of 1912 was between five and six hundred thousand bushels. The consumption of linseed oil in Western Canada, Alberta in particular, is enormous.

STEEL AND IRON WORKS: In the mountains, immediately to the West of Lethbridge, are leads of iron ore of a high grade. In the same district are great dykes of crystallized and carbonate of lime. The haul is but sixty miles to Lethbridge, down grade. At Lethbridge is the coal, screenings 50 cents a ton.—electric power 2 cents per K. W. H. and natural gas at 15 cents per thousand cubic feet. The consumption of structural steel, castings of all kinds, machinery parts and engineering supplies in Alberta and British Columbia is growing by leaps and bounds; Eastern Canada cannot begin to supply the demand.

FLAX MILLS: Forty-five thousand acres in the Lethbridge district were sown to flax in 1912. Flax growing in Southern Alberta is on the increase. At present it is grown for seed alone. A plant in Lethbridge for using flax straw could obtain all of this commodity it required. The consumption of binder twine in Western Canada this year reached 1,000,000,000 lbs.

GASOLINE TRACTORS: Gasoline tractors are brought into Lethbridge not by the car load but by the train load. Lethbridge with natural gas, cheap coal and cheap electric power is the best location for a Canadian gasoline tractor plant.

DO IT NOW. If you are interested in any of the above write to J. L. Manwaring, Secretary of the Lethbridge Board of Trade, for such further information as you desire.



CITY SIGN WORKS

The above is one of the oldest SIGN AND SCENIC STUDIOS in SOUTHERN ALBERTA and has gained the reputation of being the best. On nearly every good Sign in and surrounding Lethbridge you will see the imprint, "CITY SIGN WORKS." We also do extensive Theatrical Scenic Painting, and have supplied many of the New Theatres throught Western Canada. Our work is of the Highest Artistic Excellence and our services always in demand.

ROBERT BARROWMAN,
PROPRIETOR.

DAVIDSON METAL COMPANY, LIMITED

C. R. Davidson, President.


LETHBRIDGE - ALBERTA



The Lethbridge Lawn Tennis Club.

This Club was originally started in 1887 by Mr. P. M. Lucas, formerly of Yarmouth, England. The courts are now situated at the S.W. corner of the R. N. W. M. P. Barrack grounds. This is an ideal location in the most central part of the city. There is a nice pavillion fitted out comfortably for the convenience of the members. Tea is served every Saturday afternoon and on Bank Holidays during the season; and once every month a shirt-waist and flannel dance is given. The Courts are of clay construction and are exceedingly fast and true and are surrounded by a high fence of wire netting. The membership of the Club increases each year. The membership fee for men is \$10, ladies \$5, non-players \$2. Both ladies and gentlemen vie with each other in a most enthusiastic manner while at play. There is a local tournament each year and the neighboring towns send teams to compete against local players from time to time. It may be of interest to mention that tennis has been played in Lethbridge every month of the year. For many years Mr. F. R. Godwin, champion of Manitoba and the territories was an officer of this club.

The officers for the current year are:— President, Mr. J. D. Higinbotham; Secretary-Treasurer, L. B. Mason.



In 1885 Galt said

"Let there be Lethbridge,"

And there was Lethbridge;

What do you think of her now?

SAGE



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